



Land Use & Environment Committee

Voluntary Alcohol Impact Area Project Status Report

Agenda Date: 12/6/2012
Agenda Item Number: 4.A
File Number: 12-0812

Type: recommendation **Version:** 1 **Status:** Filed

Agenda Item:

Voluntary Alcohol Impact Area Project Status Report

Issue:

Request for Feedback and Direction Regarding Adoption of a Permanent Ban

Committee Recommendation:

N/A

City Manager's Recommendation:

Recommend consideration of mandatory ban to council.

Staff Contact:

Brian Wilson, Code Enforcement Officer, Community Planning & Development, 360.570.3798

Presenter(s):

Brian Wilson, Code Enforcement Officer, Community Planning & Development

Background and Analysis:

On March 13, 2012, Council approved on second reading the Alcohol Impact Area Ordinance (Attachment 1) establishing a 6-month voluntary compliance period.

After the approval of the ordinance, staff became aware that several items on the prohibited list were no longer available and others were either renamed by breweries or rebranded. Some brands were removed from the list due to the price point being above the threshold of what is considered to be cheap, single-serve beverages.

On April 10, 2012, Council approved an amendment to update the banned beverage list (Exhibit B in Attachment 1). This amendment to the list reset the 6-month voluntary start date to May 1, 2012. The 6-month minimum voluntary period ended November 1, 2012.

A multitude of data collection occurred during the voluntary compliance period including: Store inventory audits, Has Been Drinking (HBD) Police contacts, Medical call volume, and an alleyway beer can survey. Results from the data collection efforts will be presented and discussed at the LUEC meeting.

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Neighborhood/Community Interests (if known):

Banning cheap, high alcohol content, single serve, beverages is a key step toward creating a safe and welcoming environment for all users of downtown Olympia.

Options:

Option 1 - Recommend mandatory ban to city council.

Option 2 - Do not recommend mandatory ban to city council.

Financial Impact:

N/A